

**OREM ARTS COUNCIL MEETING
MAY 16, 2014 – 11:30 A.M.
OREM CITY COUNCIL CHAMBERS**

MEETING MINUTES

Attending:

Orem Arts Council: Cassandra Barney, Kathie Debenham, Debora Escalante, Dan Fairbanks, Cody Hale, Debby Lauret, Adam Robertson, Ray Smith and Mark Seastrand (City Council Representative)

Staff: Sheron Buttars, Eliot Wilcox and David Stroud

Absent: Cindy Clark, Cody Clark, Kate Monson and Peggy Philbrick

Conducting: Debora Escalante

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1. Approve minutes for the April 18, 2014 meeting

a. The minutes for the April 18, 2014, meeting were reviewed. Cody Hale moved to approve the minutes. Debby Lauret seconded the motion. The motion was approved unanimously with a correction to the April meeting minutes that the community meeting will be held about the first of July.

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2. Notes of recognition or appreciation from the Arts Council

a. A thank you note was written to Syd Jacques for facilitating the meeting last month.

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3. Summerfest Entertainment update and Host assignments – Diane Asay

a. Diane Asay came to the meeting to discuss hosting assignments for Summerfest entertainment at the Stage. The hosts will need to arrive a few minutes prior to their first groups so they can be given instructions for their hosting duties. Diane Asay will have a schedule with the times the groups are performing and the contact name and a cell phone number of the contact person. There will be five minutes between groups. Diane will have a clipboard with the introduction information available at the Arts Council table.

b. Diane Asay is looking for her replacement on the Summerfest Committee. Diane Asay has been doing the entertainment for four years. Previously the person who coordinated the Summerfest entertainment was an Arts Council member. Deb Escalante scheduled the entertainment for a couple of years prior to Diane. Diane Asay said she feels it would be advantageous to have the entertainment back with an Arts Council member. The person in charge of the entertainment would need to attend the Summerfest Committee Meetings. The next meeting is Wednesday at 5:15 p.m. at Public Works. Diane Asay said the process pretty much takes care of itself. All signups are online. The submissions are done through imovies. Correspondence with the performers can be done via e-mail. Diane Asay said even though the deadline for submissions had passed, she had three additional submissions in the past few days.

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Diane Asay said it may be that in the future the Council will have to define what entertainment is allowed on the stage in the future during Summerfest. There has been some discussion in the past about not having the martial arts groups perform during Summerfest.

c. Adam Roberston arrived at the meeting at 11:50 a.m.

d. Deb Escalante told Diane that Peggy Philbrick might call her regarding the Summerfest entertainment. Peggy Philbrick is out of the country currently. Peggy Philbrick had said she would be willing to help with Summerfest entertainment, but she tends to be gone in May each year, so she would need someone to help. Diane Asay said she did not see that as a problem, as the schedule for the program had to be turned in to the printers by the first of May. Peggy Philbrick said she would be back in time to coordinate the entertainment during Summerfest. Deb Escalante said e-mail could be used to take care of details during May. Diane also said the applications have been due by the first of April. Diane Asay asked about Hale Center Theater and SCERA performing, she said she had not received applications from either of them, but thought they would want performance slots. Diane Asay asked them to follow up regarding applications, as applications are required.

e. Debby Lauret arrived at the meeting at 11:55 a.m.

f. Cassi Barney said the Orem Stories booth will be located close to the stage. Cassi Barney and Cindy Clark are still working on the details, but there will be supplies available to create puppets. Cassi Barney and Cindy Clark will not be available to host since they will be covering both days at the Orem Stories booth.

g. Adam Robertson asked about brochures from other arts organizations. Brochures could be gathered from arts organizations and made available at the Arts Council booth. Debby Lauret offered to gather tickets to have available for raffle drawings during the entertainment at the Stage. Debby Lauret said this could be used as an incentive to get people to complete the arts district survey. Cody Hale and Adam Robertson agreed to donate tickets from Hale Center Theater and SCERA respectively for the drawings. Debby Lauret will meet with Charlene during the upcoming week to get the survey completed. Diane Asay suggested having candy at the Arts Council table. Eliot Wilcox said arrangements will be made by staff to have candy at the Arts Council table.

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4. Update on Orem Arts Council Presents music event

a. Ray Smith gave an update on the music event that is scheduled on May 24th at the SCERA Shell at 7:00 p.m. Ray Smith said the publicity is a little delayed in going out, he asked for help in distributing and publicizing the event. The information has been posted on the Orem Arts website and on Facebook. Adam Robertson and Cody Hale said they would put up posters at SCERA and Hale. Ray Smith asked Adam Robertson to post the information on the SCERA website and if possible on the marquee. Adam Robertson said he would check about the marquee, as the ballet information would come down on Saturday. The posters were sent electronically to Caleb Chapman and

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he will send them out on his network. Caleb Chapman has posted it on his website. Ray Smith said BYU would be sending out an e-mail and Facebook blast. The program will be Caleb Chapman's Little Big Band, La Onda Caribena and BYU Synthesis. Ray Smith asked about water for the performers. Adam Robertson said he take care of water for the performers. Ray Smith asked if risers would be available and Adam Robertson said he would make sure they were also available. Ray Robertson and Adam Robertson were going to discuss the other details regarding the performance after the meeting. Cassi Barney requested an e-mail reminder the day of the performance. Sheron will send a reminder to the Arts Council members on May 24th. Posters for An Evening of Jazz were available for Council members to take and post to publicize the event.

b. Kathie Debenham arrived at the meeting at 12:20 p.m.

c. Kathie Debenham reported that the next Orem Arts Council Presents event is the dance event which is scheduled for Saturday, July 19th from 6:00 p.m. until 7:00 p.m. at the Senior Friendship Center. Susanne Davis will be calling the dance event.

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5. Assignments – Follow up and Reports

a. Dave Stroud presented a framework for a proposed overlay zone. The proposed overlay zone is designated in the blue outline in the attached document. The area is approximately 65 acres and is from 4th South to 8th South and from 4th East to State Street. Dave Stroud also shared pictures of arts district signage from other districts and pictures with signs or items designating arts districts. Ogden uses decorative horses as their arts district designation. Other cities use other animals such as bears or moose as a designation for their districts. Dave Stroud also had pictures of arts district signage as well as buildings that were in arts districts that included artist's lofts. Dave Stroud suggested that Orem might be able to do something like apples as part of an arts district logo since that would tie into the history with the orchards. Eliot Wilcox said Charlene Crozier had discussed the design process with the graphic artist and she will be coming up with some designs for arts district logos. After some discussion it was decided that it might be best to not give input to the graphic designer, to see what she designs and then have more discussion after the initial design process. Deb Escalante said she knows as far the designated area she knows there are citizens along 4th South who would be interested in giving input in the arts district process. There was discussion regarding including the credit unions along 8th South. Adam Robertson suggested that arts district banners could be put placed along that area with permission. Dave Stroud said items similar to that could be discussed in the upcoming meetings. Dave Stroud said the more conversations there are the better in this process. Deb Escalante asked Dave if it is better to emphasize zoning or the arts for the meeting. Dave Stroud said he would emphasize the arts rather than zoning. Dave Stroud said he thinks people will be more receptive and the Council will get more input with that approach. Deb Escalante said the survey will be available at the Summerfest booth and that will give the Council

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more information. Eliot Wilcox said he will ask Charlene to bring what the graphic artist has created to the June meeting.

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6. Follow up discussion regarding Community Meeting

a. Deb Escalante asked for insights or comments regarding the last meeting. Cassi Barney commented that she is proud that the group is making progress. Deb Escalante said she would challenge all of the Council members before the June meeting to go online or talk to citizens and come to that meeting with ideas of what people want and what is available in other areas. Deb Escalante said the target audience needs to be identified and what Orem wants needs to also be identified. The specifics need to be narrowed down to items such as studio space, drama, music, dance, and the types of activities. Adam Robertson asked if a date needed to be set for the meeting. Deb Escalante said she thought it would be best to get a couple of dates that the SCERA would be available the second week of July and then coordinate with Syd Jacques, since she would be facilitating the meeting to find out her availability.

b. Daniel Fairbanks left the meeting at 12:35 p.m.

c. Cassi Barney asked if a postcard would be an option for an invitation. Eliot Wilcox asked if the invitations would be printed and mailed. Debby Lauret said she thought there would be about fifty invited to the initial meeting. Deb Escalante suggested hand delivering the invitations to everyone who resides in the proposed area. Dave Stroud said his office can create mailing labels for the residents that live in the area. Adam Robertson said he would check the dates that were available at the SCERA in early July and e-mail them to the Council members. Deb Escalante suggested the dates not include Saturdays. Kathie Debenham said the contact list should include CARE recipients and CARE supporters. Adam Robertson said he has access to those addresses. There will be more discussion regarding the Community Meeting at the June meeting.

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7. Other

a. The next meeting will be held on June 20, 2014 at 11:30 a.m.

b. The group adjourned at 12:40 p.m.

Approved on August 15, 2014

Sheron Buttars, Administrative Secretary

Orem Arts Council Meeting, May 16, 2014 – Proposed Arts District – Attachment 1

Proposed Area – 65 acres +/-

